

OUR MISSION

We seek to enrich the quality of life of the people of our region by:

Encouraging philanthropy. **Developing** a permanent, flexible endowment.

Assessing and responding to emerging and changing needs.

Serving as a resource, catalyst, and coordinator for charitable activities.

Promoting efficiency in the management of charitable funds.

STRATEGIC VISION

We use a portion of our resources to fund broadly to meet wide-ranging and evolving needs. We believe this will have significant impact on increasing equity and opportunity, utilizing all forms of capital to advance the following:

Charitable giving within our three counties and by marshalling resources from beyond our region.

Diversity, equity, and **inclusion** in workplaces and institutions, starting with our own.

A vibrant local arts and creativity ecosystem to support self-expression, economic vitality, and connection.

Accessible and more affordable postsecondary education and training by providing pathways to completion and employment.

A strong start for all children through high-quality early education and care.

----> **BEING** THE

It was a year like no other. It commanded compassion and courage, humility and heart, selflessness and survival.

Over the last year, the ravages of COVID-19 and racism compelled us to look inward and to act with greater urgency and purpose to address the health crisis and the long-standing inequities facing residents—particularly those of color—in Franklin, Hampden, and Hampshire counties.

Our community's open hearts, extraordinary generosity, and commitment to building more inclusive communities laid the groundwork. The imperatives for an equitable COVID-19 recovery and for challenging unjust systems were clear.

To respond boldly, philanthropy had to change, and YOU stepped up to fuel it. First you dug deep, giving nearly \$13 million for COVID relief.

ATA TIME TIME OF CRISIS

And it demanded *transformation*—starting from within.

And then you inspired us—to lean into more flexible grantmaking, form new partnerships, usher in fresh ideas, listen with care, grant dollars more swiftly, and hire more terrific new staff with lived experiences to better inform our community work.

Within this report, see the stories of change and hope ignited by you-our donors, grantees, community partners, staff, and volunteers.

With you, our efforts to create more equitable Western Massachusetts communities can and must persist on the other side of the pandemic.

Together, let's continue to be the change.

From Our Leaders

By April 1, 2020, the beginning of our fiscal year, we knew what was to come would be a year like no other. A global pandemic took hold of our community and economy in ways we had never seen before. Yet for all the pain and fear, our community proved itself to be nimble, caring, and resourceful. Perhaps nothing is a greater testament to that than the COVID-19 Response Fund. As of this writing, we've received and allocated nearly \$13 million to support communities across our region. All of these, gifts from you—our friends and neighbors.

With those dollars CFWM has supported hundreds of our local organizations that responded to the crisis with food, shelter, financial assistance, homecare, childcare, educational support, eviction prevention, mental health services and more.

We saw nonprofits struggle to reorganize their work, and adapt to less revenue, increased costs, and increased needs within the community. We saw coalitions come together to share information, and funders—including us—shift their approach to giving.

We did away with our longstanding application process and instead asked nonprofits what they were seeing, and what they needed. In the first six months of the pandemic, we distributed more than \$1 million per week for emergency assistance. In September, our Stabilization Grants helped nonprofits adjust their approach to their work.

Through the fall and winter, we continued to listen and learn and in early 2021 continued our emergency grantmaking, including assistance to undocumented and non-English speaking immigrants who often hadn't benefited from the CARES act.

Amid the crisis, we maintained our internal commitment to examining how our work does and does not promote equity in our region, specifically around race. We began a journey among staff, trustees and volunteers that requires us each to examine our beliefs, practices, and culture. Many of you won't be surprised to hear how difficult this process is. Although the missteps are painful, the growth is energizing and freeing. Our monthly blog posts, Shoulder to Shoulder, keep us accountable to you, our community.

We are allies in surviving COVID. Although uncertainty around the pandemic remains, our community can move ahead with collectively creating a new normal. We've each had the rare opportunity to recognize which habits aren't necessary and to welcome new practices. We invite you to expand that thinking to recognizing embedded racial injustices in our community and extend our camaraderie to weed them out. Our region will be stronger for it.



President and CEO



PAUL R. MURPHY

Trustee Chair



and Georg-

KARIN L. GEORGE Trustee Vice Chair

\$231.2 Million

gross contributions received \$24.6 Million



OUR IMPACT

SCHOLARSHIPS & LOANS AWARDED

\$1.6 Million +

GRANTS AWARDED

\$16.7 Million

\$18.3 Million

FIVE COLLEGES. INC GROWING A MOVEMENT FOR TEACHER DIVERSITY

When the Community Foundation set out to award its new, multi-year "innovation grants" in 2017, it didn't have to look far. Five Colleges, Inc. was already planting the seeds of innovation with local school districts and higher education partners in Western Massachusetts.

Its initiative, Paradigm Shift, had an urgent goal: to diversify the teacher workforce in K-12 schools in the region. And they had a plan: to create a pathway for Black and Latinx* paraprofessional educators already working in local schools to become teachers.

Jaw-dropping research spoke to the need for change to improve educational achievement for students of color. According to one study, if a Black boy has even one Black teacher in third, fourth, or fifth grade, he is 60% more likely to graduate high school. Yet, in Massachusetts, only 8% of teachers identified as people of color, while 42% of students did.

Marla Solomon, the Paradigm Shift project director, said it has a lot to do with the concepts of "mirrors" and "doors." When students of color have teachers who look like them, they believe in their own ability to succeed. In turn, those teachers are more likely to open doors for students of color, rather than hindering their achievements with lowered expectations.

Thus far, Paradigm Shift has guided a whopping 48 new Black and Latinx teachers in Springfield, Holyoke, Northampton and Amherst school districts toward licensure by 2022. Teachers typically commit to staying at least three years.



The program also includes anti-racism training for school administrators, aiming for more inclusive workplaces that can retain and nurture the diverse teaching staff. Program Coordinator Danielle Phillips said,

"When happy teachers of color stay in your district, the easier it is to recruit other teachers there-from the elementary schools up to high schools."

Solomon points to the Community Foundation's three-year innovation grant as an acknowledgment that this kind of "movement building" takes time, investment, and expertise. But because of the patience and trust shown in its work, Paradigm Shift is poised to expand its impact further. "We want to keep it going," Solomon says.

"We're seeing definite change."

ADRIANA SÁNCHEZ-DOMINICCI **PAVING THE WAY**

While pursuing college coursework at the University of Massachusetts in data science, Springfield's Adriana Sánchez-Dominicci felt the rush of exploring a field that was "starting to blow up."

Exhilarated by the real-world implications for data security, privacy, and ethics, she envisioned a career linking informatics with law. She was grateful for scholarships from the Community Foundation's MassMutual Scholars program, which were fueling her academic journey.

Yet, as a Latina in a male-dominated field, she often harbored self-doubts, thinking, "Maybe I won't be able to do this because there's no one here that looks like me or is doing this work."

She pushed back against her inner voices. "I decided to do what I could to change that perspective for people who might come after me...I've learned that you have to make your own seat at the table. No one's going to do it for you."

So, Sánchez-Dominicci mentored first-year college students in computer and information sciences and volunteered at two Springfield elementary schools through Girls Who Code, a nonprofit aiming to close the gender gap in technology.

"I spent most of my time with second and third grade girls of color. I wanted them to see someone like them succeeding in technology, so they could think, 'This is possible for me, too.'"

It's full steam ahead for Sánchez-Dominicci. After graduation, she joined MassMutual's cybersecurity team as a data protection analyst.

FOR YOUNG LATINAS IN TECH



She credits her scholarship from the Foundation for lowering the financial barriers to fulfill her dreams. "When we limit ourselves, especially as minorities, only to the things we can do because of a lack of resources or finances, it's really hard. It worsens the divide."

"There were times when I wanted to give up, but I realized there was a bigger purpose to what I was doing."

THE **COVID RESPONSE: FUNDING & GRANTS**



FUNDING COVID-19 RELIEF



S12.9 Million **TOTAL RAISED & COMMITTED FROM CFWM**

The COVID-19 Response Fund was established March 13, 2020 to provide critical assistance to our community. In the

12 months of our fiscal year, our community came together

to commit nearly \$13 million to helping our neighbors

through the crisis-an unprecedented outpouring for our

region. From 4/1/20 through 3/31/21 we've awarded over \$11 million. Additional grants were made in the months

GIFTS BY COUNTY

preceding and following the fiscal year.



* Excludes MA COVID-19 Relief Fund \$, Commor MA Dept Housing and Econ. Dev. Grants ("Immigrant" Grant)





20%

3 13 (2 Grantees Grantees Arts Grantees \$420.000

COVID-19 FUNDING/GRANTS - AS OF MARCH 31, 2021

,)	23%	24%	32%
	College & Work	Early Childhood	Other
	\$470,000	\$500,000	\$660,000

rachel's table and new england dairy **FIGHTING HUNGERSEY**(AND JERSEY COWS)

Of the many community heroes who partnered with Springfield-based Rachel's Table to provide food for hungry people during the pandemic, 200 Jersey cows were perhaps the unlikeliest.

But with a little ingenuity, volunteers, and the hardy cows at Mapleline Farm in Hadley, 2,210 gallons of farm-fresh milk were delivered in two days to 24 hunger-relief agencies in Franklin, Hampshire, and Hampden counties for distribution to families they served.

A month later, All Star Dairy Foods in South Hadley pitched in mightily, using their refrigerated trucks to deliver an additional 1,440 gallons of milk to five agencies.

The effort was fueled by a COVID-19 Response Fund grant from the Community Foundation to Rachel's Table, the food rescue program of the Jewish Federation of Western Massachusetts. The Foundation's Senior Program Officer, Sheila Toto, introduced the agency to New England Dairy, the nonprofit that champions the region's farms and the foods they produce. A partnership was born.

As COVID-19 descended on the region, hunger was on the rise and farms like Mapleline saw milk orders drop when schools and universities shuttered. Rachel's Table and New England Dairy saw opportunity in adversity.



"We thought, 'there's a silver lining here,"

said Jodi Falk, director of Rachel's Table. "We can support local farmers and help with milk distribution. When we told our agencies we had access to fluid milk, they jumped on it. Milk wasn't easy to come by early in the pandemic."

Community Foundation grant dollars purchased the milk, New England Dairy made the connections, and a slew of volunteers coordinated by Rachel's Table got the milk delivered to nonprofits including Franklin County Community Meals, Stone Soup Café, the Center for Self-Reliance, Gray House, Open Pantry, and the Springfield Rescue Mission.

The new collaborations and contributions could not have come at a better time. Falk reported Massachusetts to have the highest food insecurity increase of any state in the nation since 2018. "My heart hurts to say it," she said.

PRAISE FROM THE ORIGINATORS OF THE MA COVID-19 RELIEF FUND

"We designed the Massachusetts COVID-19 Relief Fund to reach all corners of the state. We firmly believed in community foundations' capacity to identify high quality, local non-profits who had trusted relationships in their communities. We were not disappointed. The Community Foundation of Western Massachusetts was an outstanding partner and made extensive relief efforts possible."

- Joanna Jacobson, Trustee and President, One8 Foundation

"We recognized a significant need in the western part of the state, that in many cases, would have been impossible for the MA COVID-19 Relief Fund to serve without the Community Foundation of Western Massachusetts' ability to work in a hyper-local way through trusted organizations in each community... The Community Foundation's willingness and ability to pivot to work differently and on a very short timeframe, was nothing short of heroic... Thank you for your unparalleled commitment to serving your communities and for rising to this challenge. We quite literally could not have done it without you."

— First Lady of Massachusetts, Lauren Baker



CREATING JUST OUTCOMES

How many of us, especially in the last year, experienced heated, divisive or even violent situations? Did we act or silently stay on the sidelines? What if we had the tools and courage to intervene to stop harm or to create just outcomes?

Quabbin Mediation's Training Active Bystanders program began 14 years ago in response to a deadly fight in Turners Falls. Student witnesses later reported they knew something was going to happen but didn't know what to do.

The organization developed a curriculum for teaching bystanders to evaluate harmful situations and to take responsible actions for people in need. Quabbin Mediation has since trained more than 20,000 people to use the power of mediation to end conflict or prevent harm.

Executive Director Sharon Tracy credits a stabilization grant from the Community Foundation's COVID-19 Response Fund for introducing Quabbin's mediation programs to wider audiences over the last year—virtually.



Student "Training Active Bystanders" trainers from Athol-Royalston Regional, Pioneer Regional, Mahar Regional and Granby High Schools with NW District Attorney David Sullivan **STABILIZATION GRANTS** from the COVID-19 Response Fund helped Western Massachusetts nonprofits severely impacted by the pandemic's economic toll. The grants provided critical unrestricted financial assistance so these organizations could survive and re-imagine their program delivery.

With funding in hand to hire trainers with no geographic limits, its trainings took off at a time of social distancing, crisis, and alarming social and political unrest—in other words, when communities needed them most. The organization reached people online in rural areas of Western Massachusetts and on different continents.

Tracy said, ---

"Without stabilization funding, we would not have been able to put resources toward developing new, young, racially diverse leaders.

They will train more of their peers in virtual spaces on how to mediate conflicts. And, they'll use Training Active Bystanders as a community organizing tool for racial justice. These are exciting new frontiers for Quabbin Mediation."

VALLEYCREATES **PUTTING ART** AT THE HEART OF COMMUNITY BUILDING

In Matthew Glassman's 20 years at Double Edge Theater in Ashfield, he developed an unshakeable belief in the connection between art and community building. At the theater, in the most rural county in Massachusetts, artists express themselves through "dreamlike storytelling"—often in non-traditional artistic spaces like old barns and pastures.

"I think many people in rural places feel isolated and alienated from centers of wealth. We believe deeply in self-reliance. So, in the stories we're telling, there's a connection to land, to the imagination, and to a sense of purpose."

Three years ago, Glassman joined Northampton's Kent Alexander, an anti-racism and workplace co-consultant at Gilburg Leadership Incorporated, and Springfield's Rosemary Tracy Woods, executive director of Art for the Soul Gallery, and Vanessa Pabón-Hernandez, executive producer at WGBY, as community advisors to the Community Foundation's ValleyCreates program.

"We thought it was very important to include historically alienated artists of color from our region, especially in Springfield and Holyoke, and people from rural areas who rarely had gotten funding or been engaged by the Foundation," Glassman said. "To do so, ValleyCreates had to change its methods of invitation, listening, and outreach."

The advisors guided the Foundation in thinking differently on how to deliver its resources and how to build understanding and authentic relationships with artists and culture bearers across Franklin, Hampden, and Hampshire counties.

The results were profound. For the first time, ValleyCreates grants were awarded to individual artists, especially those of color. Grantmaking prioritized arts organizations that collaborated with others. Artists and arts organizations were brought together for new skill-building trainings.

According to Glassman, perhaps most meaningful was relationship building. "We hosted lots of 'microconvenings' with groups of 10-20 artists—rural and urban, visual and performing artists in Springfield, the Valley, and the Hilltowns—to experience art and to share and to listen."

"There's a crucial shift in the making...a greater sense of belonging," said Glassman, adding, "We are seeing the role of arts and culture to bring people together to be seen and heard."



Our ARTIST WORKING CAPITAL GRANT

program launched to support artists throughout our region who had lost income and opportunities due to the COVID-19 crisis. Each grantee received a \$1,000 minigrant, one-on-one coaching, and business planning webinars.

STANDING **FIGHTING MOST** WITH STUDENTS FIERCELY FOR THEIR FUTURES

Becky Wai-Ling Packard felt a bit wistful when she established a scholarship fund in her father's name at the Community Foundation.

Her father, Roland, a proud Vietnam veteran and sales associate for Campbell's Soup, "always worked really hard, but couldn't advance," Packard said. Over the years, at his local college he earned 62 credits, but never a degree. When he was laid off, he worked as a delivery driver.

Packard reflected, "My father is tied up in my head around scholarships and giving, partly because there's so many people like him caught in a lower paying job or laid off, and then they feel like they can't go back to college. So, soon after my dad died, I set a goal to start a fund for people like him. Whether a person is 20 or 50-years old and they're trying to finish college, I'd like them to get that little help they need to get through."

In 2020, at age 47, she created the Roland C. Packard Memorial Scholarship Fund to support first-generation students in Western Massachusetts who attend community college.

Packard, a Mount Holyoke College professor, is a nationally recognized expert on "first-gen" students. She sees their aspirations-and potential.

"Of the students I meet in my work and as a resident of this region, it's the community college students fighting most fiercely for their futures. The colleges serve diverse populations-students of color, first-generation, and low-income. I wanted to make

Becky and her father at her graduation.

sure they were named and prioritized with my scholarship fund, since they are often overlooked as part of the nation's future scientists and workforce."

Packard, once a first-gen student herself, credits "amazing mentors" and college scholarships for her career success. She is eager to give back to her community now rather than after her lifetime.

"My dad could not fulfill his college goals, and I was able to. Now look at me! I'm going to be able to help someone else. Can you imagine in that short window of time that could happen?"

Dr. Packard serves as a Trustee of the Community Foundation and is the lead researcher for Western Mass Completes, a study of our past scholarship recipients and their barriers to college completion



Betty Barker



John Gallup

John G. Gallup, the last surviving Charter Trustee of the Community Foundation, passed away in March 2021. John was part of the original group of volunteers who helped imagine an organization that would promote giving, and ensure that much of that giving would benefit our home communities of Hampden, Hampshire and Franklin Counties. More than envisioning the Community Foundation, John set about making that idea a reality. He spread the word among his networks, emphasizing the importance of establishing a lasting resource for our region. And he connected with local nonprofits, cultivating their confidence and trust in an organization of, by, and for the community. John participated on every Foundation committee, and was always willing to do more. And through it all, John, along with his wife Paula whom we lost in 2020, was impeccably gracious and kind. They made commitment and generosity look effortless.

IN MEMORIAM

In January 2021, we lost a remarkable member of the CFWM family, Betty Barker. Betty and her late husband Charles were among our earliest volunteers and most impactful donors. Betty was an active member of our Distribution Committee and ever eager to visit grantees and learn about the needs in the community. She was particularly committed to Franklin County, her longtime home. She recognized the particular challenges in rural areas, as well as the wealth of community and caring. In fact, she was a model of the spirit of caring. Yet she rarely discussed her generosity. Longtime friends never knew the extent to which Betty and Charles donated. They lived modestly and gave enthusiastically. Betty has left a tremendous impact on those she touched, including the many who will never know her name.

COMPARISON OF RETURNS FOR GLOBAL GROWTH PORTFOLIO

AS OF MARCH 31, 2021



INVESTMENT COMMENTARY

The Community Foundation of Western Massachusetts' Global Growth Portfolio generated a 42.9% return net of investment-related fees in fiscal year 2021. Over the past 10 years, the Global Growth Portfolio has grown from roughly \$56.4 million to \$231.4 million. This investment pool has been developed by the Community Foundation's Investment Committee as the primary investment vehicle for funds invested for the long-term. Its objective is the generation of maximum long-term total returns within levels of risk determined to be prudent by the Foundation Trustees. The Community Foundation believes that a multi-asset class portfolio, consisting of many different types of investments from around the world, best fulfills that objective. We invest primarily in publicly traded US and International equities and US bonds almost exclusively using low-cost indexed mutual funds. The Global Growth Portfolio's investment performance exceeded the BNY Mellon median-a compilation of large institutional investors' investment returns net of all fees, conducted by The Bank of New York Mellon. The investment results relative to competing portfolios have been favorable for all periods measured over the past 10 years. The Community Foundation's 10-year return of 8.8% ranked comfortably in the top half (1.6% annualized above the median net of fees) of the BNY Mellon median. Assets at fiscal year-end were invested in 56% US Equity, 25% Non-US Equity and Emerging Markets, and 19% Fixed Income investments

FINANCIAL HIGHLIGHTS

STATEMENTS OF

FINANCIAL DOSITION

	2021	2020
Total Assets	\$231,278,703	\$163,110,259
Operating Expenses	\$3,007,677	\$3,277,723
Operating Expenses as a Percentage of Total Assets	1%	2%
Contributions	\$24,025,871	\$30,306,607
Grants	\$17,955,213	\$9,944,621
Loans	\$342,000	\$579,000
Total Distributions	\$18,297,213	\$10,523,621

MARCH 31, 2021

FINANCIAL PUSITION	AND 2020	
ASSETS	2021	2020
Cash and Money Market Funds	\$7,270,904	\$6,981,633
Investments	\$217,255,840	\$149,570,884
Assets Held Under Charitable Trusts	\$3,379,184	\$3,028,041
Notes Receivable	\$271,751	\$331,751
Loans Receivable, Net	\$2,884,385	\$2,999,943
Prepaid Expenses	\$51,315	\$59,078
Property and Equipment, Net	\$165,324	\$138,929
Total Assets	\$231,278,703	\$163,110,259
LIABILITIES AND NET ASSETS	2021	2020
LIABILITIES		
Accounts Payable and Accrued Expenses	\$202,501	\$193,759
Grants Payable	\$8,000	\$864,280
Liabilities Under Unitrust Agreements	\$1,585,465	\$1,551,356
Agency Funds	\$21,811,516	\$16,356,542
NET ASSETS	\$23,607,482	\$18,965,937
Without Donor Restrictions - Undesignated	\$51,562,628	\$34,600,563
Without Donor Restrictions - Board Designated	\$1,627,537	\$1,250,231
With Donor Restrictions	\$154,481,057	\$108,293,528
	\$207,671,221	\$144,144,322
Total Liabilities & Net Assets	\$231,278,703	\$163,110,259

A complete set of audited financials are available on our website

GRANTMAKING (FY21)



HOW MANY COLLEGE **STUDENTS DID WE HELP?**

SCHOLARSHIPS STUDENTS AWARDED SCHOLARSHIDS BY 64% COUNTY 20% 16% 12% FIRST-GENERATION STUDENTS* Franklin Hampshire Hampden County County County



1,062 TOTAL # OF SCHOLARSHIPS AWARDED

.3 Million **TOTAL SCHOLARSHIP** DOLLARS AWARDED **FY21**

For over two decades, we've helped thousands of Franklin, Hampden, and Hampshire county students reach their educational goals with scholarships and interest-free loans from over 146 scholarship funds.



TRUSTEES As of August 2021



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Karin L. George Vice Chair HAMPSHIRE COUNTY



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Nikki Burnett HAMPDEN COUNTY



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Christina Royal HAMPDEN COUNTY



Becky Packard HAMPSHIRE COUNTY





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*Trustee Chair Emeriti

CREATE YOUR LEGACY IN YOUR COMMUNITY

If you would like to build your fund or create a new charitable fund to support the causes you care most about, contact us. You can choose from flexible giving options to create lasting impact in the communities you love. Whether your favorite cause is the arts, health, the environment, human services, college scholarships, or creating more inclusive communities, we can help you meet your charitable goals. Give now or after your lifetime.

You can reach Ellen Leuchs, Vice President for Philanthropic Services, or Daisy Pereira-Tosado, Director of Philanthropy, at 413-732-2858 or info@communityfoundation.org.

COMMITTEES

As of August 2021

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Vanessa Pabon-Hernandez **Rosemary Tracy Woods**

David E. Pinsky HAMPSHIRE COUNTY



COVID-19 RESPONSE COMMUNITY AMBASSADORS Donna Haghighat Magnus Monroe Paul Murphy Francia Wisnewski

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Bruce Hiltunen VP for Finance and Operations

Denise Hurst VP for Community Impact and Partnerships

Ellen Leuchs VP for Philanthropic Services

Briana Wales VP for People and Culture

Nicole Bourdon Program Officer

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Margaret Everett Grants Administrator Associate

Jacob Gardner IT Manager

Sophie Kanetani Scholarship Program Associate

Colleen Kucinski Senior Program Officer for Scholarships

Keith McKittrick Development Coordinator

Emma Mesa-Melendez **Director of Communications**

Robin O'Farrell Executive Assistant to the President and CEO & Philanthropic Services Project Coordinator

Daisy Pereira-Tosado Director of Philanthropy

Ullapi Shrestha Program Assistant

MC Silver Administrative Assistant

Bandhana Sinha Business Systems Analyst

Kerri Tichy **Donor Services Associate**

Sheila Toto Senior Program Officer

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Community Foundation of Western Massachusetts

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